

REQUEST FOR PROPOSALS

MARKETING FOR MADE IN MAUI COUNTY FESTIVAL

TAKING PLACE ON NOV. 7 & 8, 2014

COUNTY OF MAUI

MAYOR'S OFFICE OF ECONOMIC DEVELOPMENT

RFP 13-14/P-66

February 7, 2014

**REQUEST FOR PROPOSALS
MARKETING FOR MADE IN MAUI COUNTY FESTIVAL
TAKING PLACE ON NOV. 7 & 8, 2014**

RFP 13-14/P-66

The County of Maui is requesting proposals for the Marketing and Promotion Proposal for the 1st Annual Made in Maui County Festival (MIMCF).

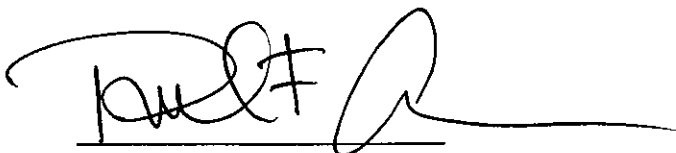
One (1) original along with one (1) digital copy and five (5) copies of the proposal package are to be submitted. Proposal must be received and time stamped by the Bid Receiver, Purchasing Division, Department of Finance, at 2145 Wells Street, Suite 104, Wailuku, Hawaii 96793 no later than **4:00 o'clock p.m. on: March 10, 2014.**

Specifications and Offer Form may be obtained at the Division of Purchasing, Department of Finance, at the address above or downloaded at <http://www.co.maui.hi.us/bids.aspx>.

Proposals are to be submitted in an envelope or package clearly and legibly marked with the company name, project name, and RFP number.

The County of Maui reserves the right to accept or reject any or all proposals.

Failure to comply with the requirements of this RFP shall result in the rejection of the proposal.

A handwritten signature in black ink, appearing to read 'Danilo F. Agsalog', is written over a horizontal line.

DANILO F. AGSALOG
Director of Finance
County of Maui

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SECTION ONE

INTRODUCTION AND KEY DATES

1.01 TERMS AND ACRONYMS USED THROUGHOUT THE SOLICITATION

| | | |
|--------------|---|---|
| County | = | County of Maui |
| GC | = | General Conditions |
| GET | = | General Excise Tax (4.167%) |
| HAR | = | Hawaii Administrative Rules |
| HRS | = | Hawaii Revised Statutes |
| MIMCF | = | Made in Maui County Festival |
| Must | = | Denotes the imperative |
| OED | = | Mayor's Office of Economic Development |
| Proposer | = | A individual, partnership, firm, corporation, joint venture, or representative or agent, submitting an offer in response to this solicitation |
| RFP | = | Request for Proposals |
| Time | = | If stated as a number of days, will be calendar days |
| Shall. Will | = | Indicates a mandatory requirement. |
| Should | = | Indicates a preference |
| Social Media | = | Blogging on the Maui Fridays website, Facebook page, Twitter, Instagram, Pinterest, FourSquare, Yelp etc... This is not limited. |

1.02 INTRODUCTION

The Mayor's Office of Economic Development (OED) in Maui County desires a Marketing and Promotion Proposal for the 1st Annual Made in Maui County Festival (MIMCF). The proposed solution should include the existing logo for the event as attached.

OED has a budget of \$35,000 for a marketing plan and proposal that will insure within the budget provided that the MIMCF will have the most comprehensive exposure to the general public and visitor industry.

Requirements:

1. Period of Performance March 15-November 8th, 2014
2. Must promote the MIMCF event in multi-media formats
3. Must create an informational website for the event, and keep it updated as new information is available.
4. Must include Social Media marketing including blogs, Facebook, Twitter etc.
5. Must attend the Marketing committee meetings of MIMCF as called.
6. Must meet and have phone conversations with OED as needed.
7. Assist the MIMCF Marketing committee with creating Sponsorship Packages and assist in identifying and soliciting sponsors as needed.
8. Develop a marketing plan that includes the resident population as well as the visitors.
9. Solicit and maximize free press opportunities and leverage these funds to create maximum exposure for the event.
10. Incorporate the MIMCF logo provided by OED into a comprehensive advertising campaign that will effectively brand the event.
11. Purchase and oversee all advertising buys using the MIMCF logo provided by OED.
12. Adhere to the event timeline set forth by OED.
13. Marketing plan should include some statewide exposure and marketing on Lanai and Molokai.
14. Marketing plan should include leveraging any pipeline of information that Maui Visitor's Bureau can put out.

1.04 RFP SCHEDULE AND SIGNIFICANT DATES

The schedule set out herein represents the County of Maui's best estimate of the schedule that will be followed. All times indicated are Hawaii Standard Time (HST). If a component of this schedule, such as "Proposals Due" date is delayed, the rest of the schedule will likely be shifted by the same number of days. The approximate schedule is as follows:

| | |
|--|----------------|
| Advertising of Request for Proposals | Feb. 7, 2014 |
| Deadline to Submit Written Questions | Feb. 20, 2014 |
| County of Maui's Response to Written Questions | Feb. 25, 2014 |
| Proposals Due and Opened | March 10, 2014 |
| Contract Start Date | March 15, 2014 |

SECTION TWO

BACKGROUND AND SCOPE OF WORK

2.01 PROJECT OVERVIEW AND HISTORY

Current Environment

The MIMCF is a first ever event that is being developed and initiated by the Mayor's Office of Economic Development in partnership with the Maui Chamber of Commerce. The purpose is to showcase all locally made products that have a 51% value added in Maui County (Molokai, Lanai, and Maui island constitutes Maui County). These products can be crafts, art, food products, jewelry, clothing, and any other product that meets the criteria for vendor participation.

The MIMCF will be held at the MACC in the A&B Amphitheater and the event lawn in the back of the MACC. The event will take place over two days with November 7th being for set-up and a wholesaler/distributor invitation only event. November 8th will be a full day open to the public with vendor sales, mini-workshops and demonstrations taking place.

The event will be run by committees that will be established by OED and the Maui Chamber of Commerce. Additional partners will include Innovate Hawaii, the Maui County Farm Bureau, The Maui Flower Grower's Assoc., the Food Technology Center, and other partners that will come on board.

The OED works in partnership with community, business and government sectors to promote and nurture sustainable economic development within Maui County consistent with the community's needs and priorities. OED is proud to support the MFTP.

2.02 SCOPE OF WORK

With a strict budget of \$35,000 provide a marketing plan and proposal that will insure that the MIMCF will have the most comprehensive exposure to the general public and visitor industry.

Requirements:

1. Period of performance: March 15, 2014 through November 8, 2014.
2. Must promote the event in multi-media formats to both solicit vendors and to promote attendance by the general public.
3. Must create an informational website to include updates, vendor information, sponsorship opportunities, and event information. Should be colorful with lots of photos.

4. Must create a marketing campaign for the event that is targeted to both local population and visitors.
5. Must include Social Media marketing including but not limited to blogs, Facebook, twitter etc.
6. Must meet as needed with the MIMCF Marketing Committee.
7. Must meet or have phone contact with OED as needed.
8. Must assist the MIMCF Marketing committee to create sponsor packages, help solicit for sponsors and adhere to the event timeline set forth by OED.

SECTION THREE

PROPOSAL FORMAT AND CONTENT

3.01 INTRODUCTION

One of the objectives of this RFP is to make proposals preparation easy and efficient, while giving Proposers ample opportunity to highlight their proposals. The evaluation process must also be manageable and effective. When a proposer submits a proposal, it shall be considered a complete plan for accomplishing the tasks described in this RFP and any supplemental tasks the proposer has identified as necessary to successfully complete the obligations outlined in this RFP.

The proposal shall describe in detail the proposer's ability and availability of services to meet the goals and objectives of this RFP.

Proposal must:

1. Include a transmittal letter to confirm that the proposer shall comply with the requirements, provisions, terms, and conditions specified in this RFP.
2. Include a signed Offer Form OF-1, with the complete name and address of the proposer's firm and name, mailing address, telephone number, and fax number of the person the County of Maui should contact regarding the proposer's proposal.
3. If subcontractor(s) will be used, append a statement to the transmittal letter from each subcontractor, signed by an individual authorized to legally bind the subcontractor and stating:
 - a. The general scope of work to be performed by the subcontractor;

- b. The subcontractor's willingness to perform for the indicated.
- 4. Provide all of the information requested in this RFP in the order specified.
- 5. Be organized into sections, following the exact format using all titles, subtitles, and numbering, with tabs separating each section described below. Each section must be addressed individually and pages must be numbered.
 - a. Transmittal Letter
See Section Six, Attachment 1, Offer Form OF-1.
 - b. Experience and Capabilities
 - 1) Client listing.
 - 2) Number of years in business.
 - 3) Listing of key personnel and associated resumes for those who will be dedicated to this contract.
 - 4) Listing of references.
 - 5) Summary of listing of judgments or pending lawsuits or legal actions.
 - 6) Samples of projects similar to those described in this RFP.
 - c. Proposal including an overall marketing strategy, timeline and execution plan.
 - d. Pricing - \$35,000 maximum for work performed plus GET.
 - e. Exceptions

3.02 EXPERIENCE AND CAPABILITIES

- (1) Provide a complete, related and current client listing.
- (2) Indicate the number of years proposer has been in business and the number of years proposer has performed services specified by this RFP.
- (3) Include a list of key personnel and associated resumes for those who will be dedicated to this project.
- (4) Proposer shall include a list of at least three (3) references from the proposer's client listing that may be contacted by the County of Maui as to the proposer's past and current job performance. Proposer shall provide names, titles, organizations, telephone numbers, email and postal addresses.
- (5) Provide a summary listing of judgments or pending lawsuits or actions against adverse contract actions, including termination(s), suspension, imposition of penalties, or other actions relating to failure to perform or deficiencies in fulfilling contractual obligations against your firm. If none, so state.

3.03 PROPOSAL, STRATEGY AND PROJECTED TIMETABLE

Proposer shall submit a proposal that includes an overall marketing strategy, timeline and execution plan for the work proposed as well as expected results and possible shortfalls.

3.06 EXCEPTIONS

Proposer shall list any exceptions taken to the terms, conditions, specifications, or other requirements listed herein. Proposer shall reference the RFP section where exception is taken, a description of the exception taken, and the proposed alternative, if any.

SECTION FOUR

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated in two phases:

1. An initial review to determine the responsiveness of the proposal to the requirements for the Request for Proposals(RFP).For a proposal to be considered responsive, it must meet the following tests:
 - A. A sealed original, one digital copy and five copies must be physically in the possession of the county, no later than 4:00PM, Hawaiian Standard Time, **March 10, 2014**.
 - B. The proposal must include all required items in the Special Provisions (Section5).
 - C. The original and all copies of the proposal must be in ink or typewritten.
 - D. Failure to meet phase 1 criteria may result in rejection of the proposal.
2. An in-depth analysis and evaluation will be based upon the following Evaluation Criteria:

(The Evaluation Criteria are listed in order of relative importance).

Evaluation Criteria and the associated points are listed below. The award will be made to the responsible proposer whose proposal is determined to be the most

advantageous to the County of Maui based on the evaluation criteria listed in this section.

The total number of points used to score this contract is 100.

- 1) **Project Proposal(60 points)**
 - a. Event Marketing Plan and Execution
 - b. Elements listed in 1.02 of this document are adequately addressed and described in the proposal.
- 2) **Depth of Exposure (20 points)**
 - a. Demonstrated comprehensive advertising and public relations exposure to the general public AND the visitor industry.
 - b. Coverage includes Lanai, Molokai and Maui Island as well as state of Hawaii.
- 3) **Previous experience, capability and proficiency in marketing and public relations in Maui County (20 points)**
 - a. Number of years in the business and number of years performing services specified in this RFP
 - b. Staff qualifications of those responsible for carrying out this proposal
 - c. References and client listings

SECTION FIVE

SPECIAL PROVISIONS

5.01 RESPONSIBILITY OF PROPOSERS

In accordance with Section 3-122-112, as amended, of the Hawaii Administrative Rules, the successful bidder must produce the following documents:

- a. Tax Clearance Certificate
- b. DLIR Certificate of Compliance
- c. Certificate of Good Standing from the DCCA

The awarded vendor is encouraged to use the Hawaii Compliance Express website to assist them in obtaining the above certificates. The state website is <http://vendors.ehawaii.gov>.

5.02 PROPOSER QUALIFICATIONS

Proposer shall meet all of the qualifications required by this RFP. Failure to meet the qualifications as specified in Section 3.20, Experience and Capabilities, will likely have an adverse effect on proposer's proposal evaluation.

5.03 TERM OF CONTRACT

Successful proposer shall be required to enter into a formal written contract to commence work on this project.

The initial term of the contract shall be for a eight (8) months period, starting on the official commencement date of the Notice to Proceed

5.04 CONTRACT ADMINISTRATOR

For the purposes of this contract, Teena Rasmussen, (808) 270-7224 Director County of Maui, Mayor's Office of Economic Development, 2200 Main Street, Suite 305, Wailuku, HI 96793.

5.05 OVERVIEW OF THE RFP PROCESS

- a. The RFP is issued pursuant to Subchapter 6 of HAR Chapter 3-122, implementing HRS Section 103D-303.

- b. The procurement process begins with the issuance of the RFP and the formal response to any written questions or inquiries regarding the RFP. Changes to the RFP will be made only by Addendum.
- c. Proposals shall not be opened publicly, but shall be opened in the presence of two (2) or more procurement officials. The register of proposals and proposers' proposals shall be open to public inspection after posting of the award.

All proposals and other material submitted by proposers become the property of the County of Maui and may be returned only at the County of Maui's option.

- d. The Procurement Officer, or representatives from the Mayor's Office of Economic Development, shall evaluate the proposals in accordance with the evaluation criteria in Section Four. The proposals shall be classified initially as acceptable, potentially acceptable, or unacceptable.
- e. Proposals may be accepted on evaluation without discussion. However, if deemed necessary, prior to entering into discussions, a "priority list" of responsible proposers submitting acceptable and potentially acceptable proposals shall be generated. The priority list may be limited to a minimum of three responsible proposers who submitted the highest-ranked proposals. The objective of these discussions is to clarify issues regarding the proposer's proposal before the BAFO is tendered.
- f. If, during discussions, there is a need for any substantial clarification or change in the RFP, the RFP shall be amended by an addendum to incorporate such clarification or change. Addenda to the RFP shall be distributed only to priority listed proposers who submit acceptable or potentially acceptable proposals.
- g. Following any discussions, Priority Listed proposers will be invited to submit their BAFO, if required. The Procurement Officer or an evaluation committee reserves the right to have additional rounds of discussions with the top three (3) Priority Listed proposers prior to the submission of the BAFO.
- h. The date and time for proposers to submit their BAFO, if any, is indicated in Section 1.04, RFP Schedule and Significant Dates. If proposer does not submit a notice of withdrawal or a BAFO, the proposer's immediate previous offer shall be construed as its BAFO.
- i. After receipt and evaluation of the BAFOs in accordance with the evaluation criteria in Section Four, the Procurement Officer or an evaluation committee will make its recommendation. The Procurement Officer will award the contract to the proposer whose proposal is determined to be the most advantageous to the County of Maui, taking into consideration price and the evaluation factors set forth in Section Four.

- k. The contents of any proposal shall not be disclosed during the review, evaluation, discussion or negotiation process. Once the award notice is posted, all proposals, successful and unsuccessful, become available for public inspection. Those sections that the proposer and the County of Maui agree are confidential and/or proprietary should be identified by the proposers and shall be excluded from access. With respect to confidential or proprietary information excluded from access, proposer agrees to indemnify, defend, and hold harmless the County from any and all claims that may arise from said exclusion.
- l. The Procurement Officer, or an evaluation committee, reserves the right to determine what is in the best interest of the County of Maui for purposes of reviewing and evaluating proposals submitted in response to the RFP. The Procurement Officer or an evaluation committee will conduct a comprehensive, fair and impartial evaluation of proposals received in response to the RFP.
- m. The RFP, any addenda issued, and the successful proposer's proposal shall become a part of the contract. All proposals shall become the property of the County of Maui.
- n. After the contract has been awarded the County of Maui will notify the unsuccessful vendors.

5.06 CONFIDENTIAL INFORMATION

If a person believes that any portion of a proposal, offer, specification, protest, or correspondence contains information that should be withheld as confidential, then the Procurement Officer named on the cover of this RFP should be so advised in writing and provided with justification to support confidentiality claim. Price is not considered confidential and will not be withheld.

A proposer shall request in writing nondisclosure of designated trade secrets or other proprietary data considered confidential. Such data shall accompany the proposal, be clearly marked, and shall be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal.

Pursuant to HAR Section 3-122-58, the head of the purchasing agency or designee shall consult with the Office of Economic Development and make a written determination in accordance with HRS Chapter 92F. If the request for confidentiality is denied, such information shall be disclosed as public information, unless the person appeals the denial to the Office of Information Practices in accordance with HRS Section 92F-42(12).

5.07 REQUIRED REVIEW

Proposer shall carefully review this solicitation for defects and questionable or objectionable matter. Comments concerning defects and questionable or

objectionable matter **must be made in writing and should be received by the Office of Economic Development prior to the deadline for written questions as stated in the RFP Schedule and Significant Dates, page 6.** This will allow issuance of any necessary corrections and/or amendments to the RFP. It will help prevent the opening of a defective solicitation and exposure of proposer's proposal upon which award could not be made. Any exceptions taken to the terms, conditions, specifications, or other requirements listed herein, must be listed in the *Exceptions* section of the proposer's proposal, if the exception is unresolved by the Proposal Due date.

5.08 QUESTIONS PRIOR TO OPENING OF PROPOSALS

All questions must be submitted in writing by **Feb. 20, 2014** to economic.development@mauicounty.gov.

5.09 CANCELLATION OF RFP AND PROPOSAL REJECTION

The County of Maui reserves the right to cancel this RFP and to reject any and all proposals in whole or in part when it is determined to be in the best interest of the County of Maui, pursuant to HAR Section 3-122-06 through 3-122-97.

5.10 OFFER ACCEPTANCE PERIOD

The County of Maui's acceptance of offer, if any, will be made within ten (10) calendar days after the opening of proposals. Prices or commissions quotes by the proposer shall remain firm for a forty (30) day period.

5.11 PROPOSAL AS PART OF THE CONTRACT

This RFP and all or part of the successful proposal may be incorporated into the contract.

5.12 CONTRACT MODIFICATIONS - UNANTICIPATED AMENDMENTS

During the course of this contract, the Contractor may be required to perform additional work that will be within the general scope of the initial contract. When additional work is required, the Contract Administrator will provide the Contractor a written description of the additional work and request the Contractor to submit a firm time schedule for accomplishing the additional work and a firm price for the additional work.

Changes to the contract may be modified only by written document (contract modification) signed by the Office of Economic Development and Contractor personnel authorized to sign contracts on behalf of the Contractor.

The Contractor will not commence additional work until a signed contract modification has been issued.

5.13 PROTEST

A protest shall be submitted in writing within five (5) working days after the aggrieved person knows or should have known the facts giving rise thereto; provided that a protest based upon the content of the solicitation shall be submitted in writing prior to the date set for receipt of offers. Further provided that a protest of an award or proposed award shall be submitted within five (5) working days after the posting of award of the contract.

The notice of award, if any, resulting from this solicitation shall be posted on the Procurement Reporting System, which is available on the SPO website: <http://www.hawaii.gov/spo2/source/>.

Any protest pursuant to § 103D-701, HRS, and Section 3-126-3, HAR, shall be submitted in writing to the Chief Procurement Officer, Department of Finance, 2145 Wells Street, Wailuku, Hawaii 96793.

5.14 GOVERNING LAW: COST OF LITIGATION

The validity of this contract and any of its terms or provisions, as well as the rights and duties of the parties to this contract, shall be governed by the laws of the State of Hawaii. Any action at law or equity to enforce or interpret the provisions of this contract shall be brought in a state court or competent jurisdiction in Honolulu, Hawaii.

In case the County of Maui shall, without any fault on its part, be made a part to any litigation commenced by or against the Contractor in connection with this contract, the Contractor shall pay all costs and expenses incurred by or imposed on the County of Maui, including attorneys' fees and costs.

5.15 SUBMISSION OF PROPOSAL

The submission of a proposal shall constitute an incontrovertible representation by the proposer of compliance with every requirement of the RFP, and that the RFP documents are sufficient in scope and detail to indicate and convey reasonable understanding of all terms and conditions of performance of the work.

Before submitting a proposal, each proposer must:

- (1) Examine the solicitation documents thoroughly. Solicitation documents include this RFP, any attachments, plans referred to herein, and any other relevant documents;
- (2) Become familiar with State, local, and federal laws, statutes, ordinances, rules, and regulations that may in any manner affect cost, progress, or performance of the work.

5.16 PROPOSAL PREPARATION

- a. **OFFER FORM, page OF-1.** See Attachment 1. Proposals shall be submitted using proposer's exact legal name as registered with the Department of Commerce and Consumer Affairs, if applicable; and to indicate the exact legal name in the appropriate spaces on Offer Form page OF-1. Failure to do so may delay proper execution of the contract.

The authorized signature on the first page of the Offer Form shall be an original signature in ink. If unsigned, or the affixed signature is a facsimile or a photocopy, the offer shall be automatically rejected, unless accompanied by other material containing an original signature, indicating the proposer's intent to be bound.

- b. **Offer Guaranty.** An offer guaranty is NOT required for this RFP.
- c. **Tax Liability.** Work to be performed under this solicitation is a business activity taxable under HRS Chapter 237, and if applicable, taxable under HRS Chapter 238. Vendors are advised that they are liable for the Hawaii GET at the current 4% rate and the applicable use tax at the current 1/2% rate. If, however, a proposer is a person exempt by the HRS from paying the GET and therefore not liable for the taxes on this solicitation, proposer shall state its tax exempt status and cite the HRS chapter or section allowing the exemption.
- d. **Taxpayer Preference.** For evaluation purposes, pursuant to HRS § 103D-1008, the proposer's tax-exempt price offer submitted in response to an IFB shall be increased by the applicable retail rate of general excise tax and the applicable use tax. Under no circumstance shall the dollar amount of the award include the aforementioned adjustment.
- e. **Original Proposal and Copies to be Submitted.** Proposer shall submit one (1) original proposal marked "ORIGINAL", one (1) digital copy and **five (5) copies** of the original marked "COPY". It is imperative to note that the proposer submit only one original and the required number of copies. DO NOT SUBMIT MORE THAN ONE ORIGINAL.

Proposer is encouraged to submit typewritten offers. If handwritten, it should be clearly printed. Proposer is cautioned that illegible offers of any item(s) may be automatically rejected to avoid any errors in interpretation by the reviewers during the evaluation process.

- f. Costs for developing the Proposal are solely the responsibility of the proposer, whether or not any award results from this solicitation. The County of Maui will not reimburse such costs.
- g. All proposals become the property of the County of Maui.
- h. Copies of documents transmitted by proposers via facsimile machines shall be limited to the modifications or withdrawal of any offer pursuant to HAR Sections 3-122-108 and 3-122-28, respectively.

5.17 SUBMISSION OF PROPOSAL

Offers shall be received at the Department of Finance, Purchasing Division, no later than the date and time stated in Section 1.04, Significant Dates, as amended. Timely receipt of offers shall be evidenced by the date and time registered by the Department of Finance, Purchasing Division time stamp clock. Offers received after the deadline shall be returned unopened.

If the proposer chooses to deliver its offer by United States Postal Service (USPS), please be aware that the USPS does not deliver directly to the Department Finance, Purchasing Division but to a central mailroom. This may cause a delay in receipt by the Department of Finance, Purchasing Division and the offer may reach the Department of Finance, Purchasing Division after the deadline, resulting in automatic rejection.

5.18 PRICING

Pricing shall include labor, materials, supplies, training and all applicable taxes. The pricing shall be all-inclusive. The County of Maui is not tax exempt.

5.19 ECONOMY OF PRESENTATION

Proposals shall be prepared in a straightforward and concise manner, in a format that is reasonably consistent and appropriate for the purpose. Emphasis will be on completeness and clarity and content. If any additional information is required by the County of Maui regarding any aspects of the proposer's proposal, it shall be provided within four (4) business days.

5.20 EVALUATION OF PROPOSALS

The Procurement Officer, or an evaluation committee of representatives from the Mayor's Office of Economic Development, shall evaluate the proposals. The evaluation will be based solely on the evaluation criteria set out in Section Four of this RFP.

Proposals shall be classified initially as acceptable, potentially acceptable, or unacceptable. Discussion may be conducted with priority listed proposers who submit proposals determined to be acceptable or potentially acceptable of being selected for award, but proposals may be accepted without such discussions. The objective of these discussions is to clarify issues regarding the proposer's proposals before the best and final offer, if necessary.

If numerous acceptable and potentially acceptable proposals are submitted, the evaluation committee may rank the proposals and limit the priority list to three responsive, responsible Proposers who submitted the highest-ranked proposals.

5.21 CANCELLATION OF RFP AND PROPOSAL REJECTION

The County of Maui reserves the right to cancel this RFP and to reject any and all proposals in whole or in part when it is determined to be in the best interest of the County of Maui, pursuant to HAR Section 3-122-0-96 through 3-122-97.

The County of Maui shall not be liable for any costs, expenses, loss of profits or damages whatsoever, incurred by the proposer in the event this RFP is cancelled or a proposal is rejected.

5.22 CONTRACT EXECUTION

Successful proposer receiving award shall enter into a formal written contract. No performance or payment bond is required for this contract.

No work is to be undertaken by the Contractor prior to the commencement date. The County of Maui is not liable for any work, contract, costs, expenses, loss of profits, or any damages whatsoever incurred by the Contractor prior to the official starting date.

If an option to extend is mutually agreed upon, the Contractor shall be required to execute a supplement to the contract for the additional extension period. The Contractor or the County of Maui may terminate the extended contract at any time without cause upon six (6) weeks' prior written notice.

5.23 PAYMENT

Incremental payments shall be made to the awarded Contractor on a monthly basis, upon receipt of reports that meet the expectations of the RFP. The receipt of quarterly reports shall be due based on the timeline submitted by the Contractor in the proposal, or as amended.

HRS Section 103-10 provides that the County of Maui shall have thirty (30) calendar days after receipt of invoice or satisfactory completion of contract to make payment. For this reason, the County of Maui will reject any offer submitted with a condition requiring payment within a shorter period. Further, the County of Maui will reject any offer submitted with a condition requiring interest payments greater than that allowed by HRS § 103-10, as amended.

The County of Maui will not recognize any requirement established by the Contractor and communicated to the County of Maui after award of the contract, which requires payment within a shorter period or interest payment not in conformance with statute.

5.24 SUBCONTRACTING

No work or services shall be subcontracted or assigned without the prior written approval of the County of Maui. No subcontract shall under any circumstances

relieve the Contractor of his/her obligations and liability under this contract with the County of Maui. All persons engaged in performing the work covered by the contract shall be considered employees of the Contractor.

5.25 CONTRACT INVALIDATION

If any provision of this contract is found to be invalid, such invalidation will not be construed to invalidate the entire contract.

5.26 NON-DISCRIMINATION

The Contractor shall comply with all applicable federal and State laws prohibiting discrimination against any person on the grounds of race, color, national origin, religion, creed, sex, age, sexual orientation, marital status, handicap, or arrest and court records in employment and any condition of employment with the Contractor or in participation in the benefits of any program or activity funded in whole or in part by the State.

5.27 CONFLICTS OF INTEREST

The Contractor represents that neither the Contractor nor any employee or agent of the Contractor presently has any interest, and promises that no such interest, direct or indirect, shall be acquired that would or might conflict in any manner or degree with the Contractor's performance of this contract.

5.28 WAIVER

The failure of the County of Maui to insist upon the strict compliance with any term, provision or condition of this contract shall not constitute or be deemed to constitute a waiver or relinquishment of the County of Maui's right to enforce the same in accordance with this contract.

5.29 SEVERABILITY

In the event that any provision of this contract is declared invalid or unenforceable by a court, such invalidity or unenforceability shall not affect the validity or enforceability of the remaining terms of this contract.

5.30 CAMPAIGN CONTRIBUTIONS BY STATE AND COUNTY CONTRACTORS

It has been determined that funds for this contract have been appropriated by a legislative body.

Therefore, proposer, if awarded a contract in response to this solicitation, agrees to comply with HRS Section 11-205.5, which states that campaign contributions are prohibited from a State and county government contractor during the term of the contract if the contractor is paid with funds appropriated by a legislative body.

5.31 ADDITIONS, AMENDMENTS AND CLARIFICATIONS

Approvals. Any agreement arising out of this office may be subject to the approval of the Office of Economic Development as to form, and is subject to all further approvals, including the approval of the Mayor or Financial Director, required by statute, regulation, rule, order, or other directive.

Cancellation of Solicitations and Rejection of Offers. The solicitation may be cancelled or the offers may be rejected in whole or in part, when in the best interest of the purchasing agency, as provided in HAR §§ 3-122-95 through 3-122-97.

Confidentiality of Material. All material given to or made available to the Contractor by virtue of this contract, which is identified as proprietary or confidential information, will be safeguarded by the CONTRACTOR and shall not be disclosed to any individual or organization without the prior written approval of the County of Maui.

All information, data, or other material provided by the proposer or the Contractor to the County of Maui shall be subject to the Uniform Information Practices Act, HRS Chapter 92F. The proposer shall designate in writing to the Procurement Officer those portions of its unpriced offer or any subsequent submittal that are trade secrets or other proprietary data that the proposer desires to remain confidential, subject to HAR § 3-122-58, in the case of an RFP, or HAR § 3-122-30, in the case of an IFB. The proposer shall state in its written communication to the Procurement Officer the reason(s) for designating the material as confidential, for example, trade secrets. The proposer shall submit the material designated as confidential in such manner that the material is readily separable from the offer in order to facilitate inspection of the non-confidential portion of the offer.

Price is not confidential and will not be withheld. In addition, in the case of an IFB, makes and models, catalogue numbers of items offered, deliveries, and terms of payment shall be publicly available at the time of opening, regardless of any designation to the contrary.

If a request is made to inspect the confidential material, the inspection shall be subject to written determination by the Department of the Attorney General, in accordance with HRS Chapter 92F. If it is determined that the material designated as confidential is subject to disclosure, the material shall be open to public inspection, unless the proposer protests under HAR Chapter 3-126. If the request to inspect the confidential material is denied, the decision may be appealed to the Office of Information Practices in accordance with HRS § 92F-15.5.

Nondiscrimination. No person performing work under this Agreement, including any subcontractor, employee, or agency of the Contractor, shall engage in any discrimination that is prohibited by any applicable federal, state or county law.

Competency of Proposer. Prospective proposer must be capable of performing the work for which offers are being called. Either before or after the deadline for an offer, the purchasing agency may require proposer to submit answers to questions regarding facilities, equipment, experience, personnel, financial status or any other

factors relating to the ability of the proposer to furnish satisfactorily the goods or services being solicited by the COUNTY OF MAUI. Any such inquiries shall be made and replied to in writing; replies shall be submitted over the signatures of the person who signs the offer. Any proposer who refuses to answer such inquiries will be considered non-responsive.

Preparation of Offer. A proposer may submit only one offer in response to a solicitation. If a proposer submits more than one offer in response to a solicitation, then all such offers shall be rejected. Similarly, a proposer may submit only one offer for each line item (if any) of a solicitation. If a proposer submits more than one offer per line item, then all offers for that line item shall be rejected.

General Terms and Conditions

General terms and conditions for goods and services link:
http://www.co.maui.hi.us/documents/3/36/3617/GOODS%20AND%20SERVICES_Rev101311_201208311826138078.pdf

SECTION SIX

ATTACHMENTS

Attachment 1: OFFER FORM, OF-1

OFFER FORM
OF-1

REQUEST FOR PROPOSAL
MARKETING & PROMOTION FOR MAUI FRIDAY TOWN PARTIES
COUNTY OF MAUI
MAYOR'S OFFICE OF ECONOMIC DEVELOPMENT
RFP- 13-14/P-66

Teena Rasmussen
Director
Office of Economic Development
County of Maui
2200 Main Street
Wailuku, Hawaii 96793

The undersigned has carefully read and understands the terms and conditions specified in the Specifications and Special Provisions attached hereto, and in the General Conditions, by reference made a part hereof and available upon request; and hereby submits the following offer to perform the work specified herein, all in accordance with the true intent and meaning thereof. The undersigned further understands that by submitting this offer, 1) he/she is declaring his/her offer is not in violation of Chapter 84, Hawaii Revised Statutes, concerning prohibited State contracts.

Proposer** is: _____
(Name of Company)

☐ Sole Proprietor ☐ Partnership ☐ Corporation* ☐ Joint Venture

☐ Other: _____

*State of incorporation: _____

Hawaii General Excise Tax License I.D. No.: _____

Payment address (other than street address below): _____

City, State, Zip Code: _____

Business address (street address): _____

City, State, Zip Code: _____

Respectfully submitted:

Date: _____ (x) _____

Authorized (Original) Signature

Telephone No.: _____

Facsimile No.: _____

Name and Title (Please Type or Print)

**If proposer is a "dba" or a "division" of a corporation, furnish the exact legal name of the corporation under which the awarded contract will be executed:

Email Address: _____

Total contract cost for accomplishing the development and delivery of all services.

\$ THIRTY-FIVE THOUSAND AND 00/100 (\$35,000. + GET)

Note: Pricing shall include labor, materials, supplies, all applicable taxes, and any other costs incurred to provide the specified services plus GET.

Proposer: _____
Name of Company